

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In the Application of:** Frank Duane Lortscher Jr.

**Application Serial No:** 10/762,466

**Filing Date:** January 23, 2004

**Title:** System and method for generating transaction based recommendations

**Group Art Unit:** 3693

**Examiner:** Linda C. Perry

**Confirmation No.:** 5460

**Customer No.:** 6449

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**AMENDMENT**

Dear Sir:

In response to the non-final Office Action mailed September 16, 2008, please amend the above-identified application as indicated below. A request to extend the time for reply by one month has been filed concurrently herewith.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the Listing of Claims which begins on Page 3 of this paper.

**Remarks** begin on Page 19 of this paper.